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| APPLICATION NO. | FILING DATE | FIRST NAMED INVENTOR | ATTORNEY DOCKET NO. | CONFIRMATION NO. |
|---|-------------|------------------------|---------------------|------------------|
| 10/647,411 | 08/25/2003 | Michel K. Bowman-Amuah | 60021-376302 | 2655 |
| 29838 | 7590 | 10/04/2006 | EXAMINER | |
| OPPENHEIMER WOLFF & DONNELLY, LLP (ACCENTURE) | | | ALVAREZ, RAQUEL | |
| PLAZA VII, SUITE 3300 | | | ART UNIT | |
| 45 SOUTH SEVENTH STREET | | | PAPER NUMBER | |
| MINNEAPOLIS, MN 55402-1609 | | | 3622 | |

DATE MAILED: 10/04/2006

Please find below and/or attached an Office communication concerning this application or proceeding.

| | | | |
|------------------------------|--------------------------------------|--|--|
| Office Action Summary | Application No. 10/647,411 | Applicant(s) BOWMAN-AMUAH, MICHEL K. | |
| | Examiner Raquel Alvarez | Art Unit 3622 | |

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 13 July 2006.
- 2a) ☒ This action is **FINAL**. 2b) ☐ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-31 is/are pending in the application.
4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-31 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
a) ☐ All b) ☐ Some * c) ☐ None of:
- ☐ Certified copies of the priority documents have been received.
 - ☐ Certified copies of the priority documents have been received in Application No. _____.
 - ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- | | |
|--|---|
| 1) <input type="checkbox"/> Notice of References Cited (PTO-892) | 4) <input type="checkbox"/> Interview Summary (PTO-413) Paper No(s)/Mail Date. _____ |
| 2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 5) <input type="checkbox"/> Notice of Informal Patent Application |
| 3) <input checked="" type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date <u>3/21/06</u> . | 6) <input type="checkbox"/> Other: _____ |

DETAILED ACTION

1. This office action is in response to communication filed on 7/13/2006.
2. Claims 1-31 are presented for examination.

Claim Rejections - 35 USC § 103

3. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

4. Claims 1-31 are rejected under 35 U.S.C. 103(a) as being unpatentable over Owensby.

With respect to claims 1, 4-6, 10-15, 18-20, 24-31 Owensby teaches a method for context-sensitive advertising (Abstract). Receiving a signal from a mobile wireless device (col. 12, lines 4-24); identifying an identifier associated with the mobile wireless device; ascertaining a state of the mobile wireless device (i.e. identifying the mobile ID and verifying the direct call signal communication with the mobile device)(col. 12, lines 4-37 and col. 15, lines 32-67); determining a location of the mobile device (col. 12, lines 38-60); updating the identifier, state, and location in a profile database utilizing a context engine (col. 12, lines 38-60); associating the location of the mobile wireless device and a landmark in the profile database; selecting advertisements from the advertisements database based on the identifier, state, location, and landmark of the mobile device

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utilizing the context engine; and transmitting the advertisements to the mobile wireless device (col. 14, lines 63 to col. 15, lines 1-31 and col. 16, lines 3-21).

With respect to the newly added limitation of continuously automatically updating a user profile based on access to advertisements and device access of network sites indicative of user preferences. Owensby teaches on col. 5, lines 46-67, continuously updating the user's profile based on the information received by the user on the advertisements and on col. 2, lines 47-54 providing future access to global computer networks.

Owensby is silent as far as updating the user's profile based on access to the advertisements and to device access of network sites indicative of user preferences. Official notice is taken that it is old and well known in the advertisements related arts to provide access to sites based on user's preferences and to monitor how and by what means the information is being accessed by the user. For example, based on sites previously visited by a user and how the user was linked or went to the particular site is monitored in order to customize additional information, access to the information presented or sites that might be of interest to the user. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included access to the ads and device access of network sites indicative of user preferences in order to obtain the above mentioned advantage.

With respect to claims 2-3, 16-17 Owensby further teaches that the wireless device is a cellular phone utilizing cellular technology (see Figure 1).

With respect to claims 9 and 23, Owensby further teaches that the state includes at least one of ON state (i.e. the state of the mobile device is verified by the direct call signal communication with the device, therefore the state of the mobile device has to be On in order to signal direct communication with the device (col. 12, lines 4-37).

Claims 7-7 and 21-22, further recite that the cell identifier has an alias consisting of HOME, WORK and PLEASURE. Owensby teaches that the cell has an identifier (col. 15, lines 32-52). Owensby doesn't specifically teach having an additional identifier consisting of HOME, WORK and PLEASURE. Official notice is taken that it is old and well known to use alias in order to easily identify a person, a place, etc. It would have been obvious to a person of ordinary skill in the art at the time of Applicant's invention to have included the cell identifier consisting of HOME, WORK and PLEASURE in order to achieve the above mentioned advantage.

Response to Arguments

5. The 101 rejection has been withdrawn.

Conclusion

6. Applicant's amendment necessitated the new ground(s) of rejection presented in this Office action. Accordingly, **THIS ACTION IS MADE FINAL**. See MPEP § 706.07(a). Applicant is reminded of the extension of time policy as set forth in 37 CFR 1.136(a).

A shortened statutory period for reply to this final action is set to expire THREE MONTHS from the mailing date of this action. In the event a first reply is filed within TWO MONTHS of the mailing date of this final action and the advisory action is not mailed until after the end of the THREE-MONTH shortened statutory period, then the shortened statutory period will expire on the date the advisory action is mailed, and any extension fee pursuant to 37 CFR 1.136(a) will be calculated from the mailing date of the advisory action. In no event, however, will the statutory period for reply expire later than SIX MONTHS from the date of this final action.

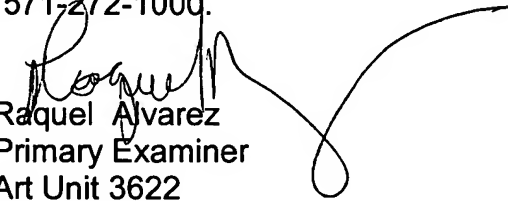
Point of contact

7. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Raquel Alvarez whose telephone number is (571)272-6715. The examiner can normally be reached on 9:00-5:00.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Eric w. Stamber can be reached on (571)272-6724. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

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Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Raquel Alvarez
Primary Examiner
Art Unit 3622

R.A.
9/22/2006